

**Course TITLE: Cultural Contents Industry and Korean Wave**

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**Title/Position :** Professor

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### **Course Overview:**

Cultural contents are an integrated discipline that combines humanities, natural sciences, and the arts. The Cultural contents industry is defined as an industry related to the production, distribution and consumption of culture contents: film, games, animation, cartoons, music, Internet & mobile contents, broadcasting, etc. The cultural contents industry is a critical value-added industry with a large cultural and economic impact. This course provides students with the opportunity to achieve theoretical and practical knowledge about the cultural contents industry. In other words, this course not only finds theoretical value for qualitative improvements and marketability of basic principles of production, distribution and the consumption stages so that various cultural contents can be widely shared and managed, but it also deals with the practical contents as well. This is especially important, as the Korean wave is becoming more popular throughout Asia, therefore this course will focus on the Korean Wave.

### **Full Description**

This course aims to provide the students with theoretical and practical knowledge about the cultural contents industry. In other words, it teaches various cultural aspects of the cultural contents industry and seeks the development of cultural contents via the utilization of unique cultural resources in each country. Most of all, this course will concentrated on the Korean Wave that has become an influential global phenomenon since the start of the [21st century](#), heavily impacting the [contemporary cultures](#) of music, movies and the TV industry. It has also impacted [behavioural aspects of people](#) throughout the world.

This course provides students with the opportunity to achieve basic knowledge on the topics and an understanding of the background and the importance of cultural contents and the Korean wave. It will also give them an understanding of the environmental analysis of the Korean wave, consumer behavior, one source multi-use, and an understanding of the trends of the specific cultural contents industries such as film, games, animation, etc. In addition, it focuses on promoting practical understanding of cultural contents market development that can



generate substantial profits in industry and new areas of utilization combining culture and technology.

It's very important to apply theoretical knowledge that students learn in the classroom to the real world so this course encourages students to participate actively and voluntarily in case analysis and group projects. Students have to analyze a couple of cases that are related to the topic they learned in the classroom. Students also will conduct a group project concentrating on analyzing and evaluating the distinctive cultural contents industries of its own country and seeking directions for the future. This group project provides students with insights to understand and analyze cultural contents industries in various countries including South Korea.

**Grading:**

Attendance	10%
Quizzes	10%
Assignments	30%
Midterm Exam	25%
Final Exam	25%